Yukon

Government of Yukon

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Tobacco Education and Assistance for Quitting Smoking Enhanced

WHITEHORSE - Health and Social Services Minister Brad Cathers today announced two upcoming enhancements to health promotion programs.

Nicotine replacement therapies, along with increased addictions counseling, will be added to the Health Promotion Unit's existing QuitPack program, which is designed to help Yukoners who are trying to end their addiction to tobacco. The QuitPack program includes counseling, supportive telephone calls, and tools and strategies to help people quit smoking.

"The most effective smoking interventions combine behavioural counseling with drug therapies," Cathers said. "Enhancing our existing program to include more counseling and subsidizing nicotine replacement therapies will bring it into line with best practices from across the country and maximize its effectiveness."

The Department of Health and Social Services will also be partnering with the Department of Community Services to provide drivers with information about the increased health impacts that result from smoking inside a motor vehicle. The campaign will encourage smokers to 'butt out' while driving, especially when children are present.

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Contact:
Roxanne Vallevand
Cabinet Communications
(867) 633-7949
roxanne.vallevand@gov.yk.ca

Pat Living, Communications
Health and Social Services
(867) 667-3673
patricia.living@gov.yk.ca